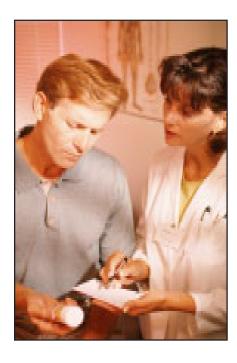
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## Health Literacy: Help Your Patients Understand





The American Medical Association Foundation's **Health Literacy** initiative will distribute 10,000 informational kits in 2003, featuring:

- a new documentary and instructional video
- an in-depth manual for clinicians
- CME\* credit for accomplishing the following:
  - understanding the full scope of low health literacy
  - recognizing health system barriers faced by patients with low health literacy
  - improving verbal and written communications to patients
  - creating a "shame-free" environment for patients
- and much more!

\*The American Medical Association (AMA) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The AMA designates this educational activity for a maximum of 2.5 Category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

## Pre-Order Your 2003 Health Literacy Kit Today!

Name (with credentials, ie. MD, PhD, etc.)	
Title	
Organization	
Street Address:	
City, State, Zip:	
Daytime Phone: () Email:	
How will you use this kit (check all that apply): CME self study staff presentations	
medical society presentations other:	
Would you consider being more involved with our <i>Health Literacy</i> campaign?  Yes  No	S

\*\*Please return this form to an AMA staff or fax it to 312-464-4142.\*\*